



UNIVERSITY OF
KWAZULU-NATAL™
INYUVESI
YAKWAZULU-NATALI

EXTENDED LEARNING

JOB PROFILE

ADMINISTRATIVE DETAILS

POST NO: **Marketing _ Oct 2016**
JOB TITLE: **Desktop Publisher**
CAMPUS: **Howard College**
START DATE **1 Oct 2016 (3 months – Fixed Term Contract)**

REPORTING STRUCTURES

LINE MANAGER OF THIS POST: **MARKETING MANAGER**

PURPOSE OF THE JOB

To work closely with our Marketing team to produce high quality creative design material for use in print and electronic publications and promotional materials.

KEY ACTIVITIES

- Gather existing materials or work with designers and writers to create new artwork or text
- Find and edit graphics, such as photographs or illustrations
- Use scanners to turn drawings and other materials into digital images
- Import text and graphics into desktop publishing software programs
- Position artwork and text on the page layout
- Select formatting properties, such as text size, column width, and spacing
- Check proofs, or preliminary layouts, for errors and make corrections
- Finalise formatted documents for printing or electronic publication
- Send final files to a commercial printer or print the documents on a high-resolution printer
- Creating, updating and editing of content
- Compiling new flyers for the 2017 portfolio
- Designing new marketing material for point of sale production
- Creation and loading of Latest Price Lists (with dates)
- Ensuring all pages are search engine optimized



**UNIVERSITY OF
KWAZULU-NATAL**
INYUVESI
YAKWAZULU-NATALI

EXTENDED LEARNING

- Create links/banners to and from UEL website
- Support and drive design changes on UEL website
- Layout and design of monthly electronic newsletter, advertisements, online forms, questionnaires, flyers, etc.
- Meet deadlines for submission of inputs into publications
- Conversion of file formats from one form to another for reading, sharing, publishing,
- Provide technical support for social media platforms such as LinkedIn, Facebook, Twitter
- Work as part of a customer-centric environment.

MINIMUM QUALIFICATION AND EXPERIENCE REQUIRED FOR THE POST

EDUCATIONAL REQUIREMENTS		<ul style="list-style-type: none"> • Graphic Design / DTP qualification • ADOBE Creative Suite experience (Photoshop, Illustrator, In Design, Dreamweaver) • Degree in Communications, Public Relations, Marketing or related qualification
EXPERIENCE	IN YEARS	<ul style="list-style-type: none"> • 2-3 years' experience in Digital Media, Desktop Publishing and /Graphics Design, and related new media • Good understanding and track record of banner advertising and digital media placements with tracking

IN ADDITION TO THE ABOVE

SKILLS AND COMPETENCIES REQUIRED FOR ROLE	<ul style="list-style-type: none"> • Team player with excellent relationship building skills • Excellent project management skills, highly organised with the ability to multi-task effectively • Excellent art-worker capabilities • Copywriting and copy-editing skills and experience • Communicates clearly and promptly with all given parties involved with a project • Ability to translate a creative brief • High degree of literacy coupled with Accuracy skills • Must be proficient in all current major desktop publishing applications. Specifically Indesign, Illustrator, Photoshop and Acrobat • Creative flair with a high level of technical ability. • Retouching of images/Colour correction
--	---



UNIVERSITY OF
KWAZULU-NATALTM
INYUVESI
YAKWAZULU-NATALI

EXTENDED LEARNING

SKILLS AND COMPETENCIES REQUIRED FOR ROLE (CONTINUED)	<ul style="list-style-type: none">• Layout and typography• Knowledge of print production• Record maintenance• Proof reading• Excellent communication skills• PC literate in all MS applications• Outstanding English writing skills• Ability to use initiative and to work without continuous supervision• Problem solving abilities
ADVANTAGEOUS:	<ul style="list-style-type: none">• Experience of HTML, XML, CSS and Web Standards a big advantage• Mobile application design skills and experience• Web development skills and experience• Content management platforms design and development (e.g. WordPress)• Onsite/offsite search engine optimisation (SEO) knowledge and implementation / management / tracking experience an advantage